

# Professional Solicitor Campaign Detail

## Professional Solicitor

**Name:** PUBLIC INTEREST  
COMMUNICATIONS, INC.

**Address:** 7700 LEESBURG PIKE, SUITE #301 NORTH  
FALLS CHURCH VA  
22043-

**Phone:** (800) 871-6843

**Fax:** (703) 734-9620

**FEIN #:** 52-1103638

## Charitable Organization

**Name:** PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS, INC.  
(PETA)

**Address:** 501 FRONT STREET  
NORFOLK VA  
23510-

**Phone:** (757) 622-7382

**Fax:** (757) 628-0780

**FEIN #:** 52-1218336

**Campaign ID:** 114-1836-4

**Type of Solicitation:** TELEMARKETING

**File Date:** 5/25/2007

**Percentage of Funds - Charitable Organization:** 24.00%

**Percentage of Funds - Professional Solicitor:** 76.00%

Revenues		Expenses	
Telemarketing	\$113,964	Salaries	\$79,976.00
Direct Mail	\$0.00	Other Expenses	\$6,082.00
Door-to-Door	\$0.00	Total Expenses	\$86,058.00
Thrift Stores	\$0.00		
Internet	\$0.00	Charitable Org. Paid or Received:	\$27,906.00
Other Revenue	\$0.00		
Total Revenue	\$113,964.00	Deficit/Excess:	\$0.00

**Posted On:** Thursday, August 23, 2007